

Governor's Council on Small Business

www.governor.state.az.us/sb

Friday, July 13, 2007

10:00 a.m.

Via Teleconference

Dial-in number: 877-232-4392

Access code: 435969

Minutes

Call To Order / Welcome

Chair David Steele called the meeting to order at 10:06 a.m., initiating roll call and introductions for the participating members

Roll Call

Members Present:

David Steele, Melissa Amado, Barbara Bruce, Joann Hardy Carranza, Athia Hardt, Michael Ong Hing, Rosiland Moore, Frank Rivera, Choo Tay, Isidora Wright

Members Absent:

Judith Wood, Michael Coles, Pam Del Duca, Michele Eckert, Kenneth M. Frakes, Jan Leshner, Stephen Macias, Lea Marquez-Peterson, Raul Montano, Julian Claudio Nabozny

Staff:

Natascha Hebell-Fernando, Executive Director

Daniel Plumhoff

Recommendations – Status Update on Sub Committees

Outreach, Communication and Marketing & Access to Financial Capital (10:08 a.m.)

Sub committee chair Joanne Hardy Carranza provided a brief overview of Commerce's implementations of the subcommittees' recommendations. Council Member Choo Tay was asked to provide feedback and insight from previewing Commerce's *Small Business Services* (SBS) site as presented on July 12th, 2007, specifically:

- Content design and project instrumentation
- Enhanced delivery of services, clearer language, and ease of site navigation for visiting customers
- Continually reviewing the site to ensure that the vision is realized through utilizing both internal and external channels

Executive Director Natascha Hebell-Fernando detailed and subsequently emphasized the potential benefits of an effective Service Provider Network for small businesses within Arizona, stating that a comprehensive list of Phoenix and Tucson based network members will be compiled and submitted by September.

Joanne Hardy Carranza provided the council with the dates and locations of upcoming Service Provider meetings to be held in Phoenix on July 18th, Tucson on August 9th, and Casa Grande on November 14th, 2007, with specific information to follow.

Executive Director Natascha Hebell-Fernando provided the council with the current status of the *Entrepreneurs Edge*, rural development outreach projects, and Payson as potential site for a town hall meeting in fall 2007.

Access to Affordable Healthcare (10:25 a.m.)

Chair David Steele acknowledged the openness and receptiveness of the Governor's office to the Council's recommendations, specifically citing the upcoming "round table discussions" to be coordinated through that office to examine and address the needs of stakeholders.

Joanne Hardy Carranza and Chair David Steele outlined contemporary health care related issues facing small businesses throughout the state, including:

- Health care claims, health care group enrollees, specifically including subsidized and frozen enrollment, and the "financial health" of the aforementioned groups
- Lower health insurance premiums resulting from larger "risk pools", and the mechanisms required to create such risk pools

Chair David Steele recognized Governor Napolitano's continued commitment to affordable healthcare, and stated the necessity of the Council to maintain its engagement on the issue.

Members Joanne Hardy Carranza and Choo Tay exit the meeting at 10:37 a.m.

Workforce Development for Small Business (10:37 a.m.)

Sub committee chair Rosiland Moore acknowledged the work of the Council to generate awareness within the small business community, the subsequent progress made in regard to the stakeholders, and the facilitative efforts and coordination of Executive Director Natascha Hebell-Fernando.

Additionally, Ms. Moore discussed:

- The availability and quality of child care services, including tax credits and assistance, grants and employee related services
- The further development of a comprehensive Service Provider database and connection between small businesses and available services
- Determining and articulating further incentives for small businesses if tax credits are unavailable

Chair David Steele suggested that the Council should examine the options and recognize the next steps to be taken so as to focus on the future through the indications provided through the past, present, and future recommendations of the Governor's office, and Executive Director Natascha Hebell-Fernando highlighted the importance of marrying these objectives with those of the Council.

Additional Announcements (10:48)

Chair David Steele and Executive Director Natascha Hebell-Fernando briefly touched upon the upcoming Town Hall style meetings for small businesses and rural outreach, emphasizing the importance of soliciting the information and concerns derived within, and noting the success of past meetings.

Call to the Public (10:51)

No comments from public

Approval of Minutes (10:51)

As a quorum was not reached, approval of the minutes was deferred to the next meeting on September 14, 2007.

Adjournment

Chair David Steele adjourned the meeting at 10:52 a.m.